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# WHAT EVERY YOUNG COED SHOULD WEAR

Gather round, girls. Flip open a pack of Marlboros, light up, enjoy that fine flavor, that good filter, relax and listen while Old Dud tells you about the latest campus fashions.

The key word this year is *casual*. Be casual. Be slap-dash. Be rakish. Improvise. Invent your own ensembles—like ski pants with a peek-a-boo blouse, like pajama bottoms with an ermine stole, like a hockey sweater with a dirndl.

(Dirndl, incidentally, is one of the truly fascinating words in the English language. The word originated on June 27, 1846, when Dusty Sigafoos, the famous scout and Indian fighter, went into the Golden Nugget Saloon in Cheyenne, Wyoming, to see Lily Langtry. Miss Langtry did her dance in pink tights. Dusty had never seen anything like that in his life and he was much impressed. He thought about her all the way home. When he got home his wife Feldspar was waiting to show him a new skirt she had made for herself. "How do you like my new skirt, Dusty?" asked Feldspar. He looked at the large, voluminous garment, then thought of the pink tights on Lily Langtry. "Your skirt is darn dull," said Dusty. "Darn dull" was later shortened to dirndl, which is how dirndls got their name.)

But I digress. We were smoking a Marlboro and talking about the latest campus styles. Casual, we agree, is the key word. But casual need not mean drab. Liven up your outfits with a touch of glamor. Even the lowly dungaree and man-shirt combination can be made exciting if you'll adorn it with a simple necklace of 120 matched diamonds. With Bermuda shorts, wear knee-cymbals. Be guided by the famous poet, Cosmo Sigafoos (whose cousin Dusty invented the dirndl), who wrote:

*Sparkle, my beauty,*
*Shimmer and shine,*
*The night is young,*
*The air's like wine,*
*Cling to a leaf,*
*Hang on a vine,*
*Crawl on your belly,*
*It's time to dine.*

(Mr. Sigafoos, it should be explained, was writing about a glowworm. Insects, as everyone knows, are among Mr. Sigafoos' favorite subjects for poetry. Who can ever forget his immortal *Ode To a Boll Weevil*? Or his *Tumbling Along with the Tumbling Tumblebug*? Or his *Fly Gently Sweet Aphid*? Mr. Sigafoos has been inactive since the invention of DDT.)

But I digress. We were smoking a Marlboro, and discussing fashion. Let us turn to headwear. The motif in hats this year will be familiar American scenes. There will be models to fit every head—for example, the "Empire State Building" for tall, thin heads; the "Jefferson Memorial" for squatty heads; "Niagara Falls" for dry scalps. Feature of the collection is the "Statue of Liberty," complete with a torch that actually burns. This is very handy for lighting your Marlboros, which is terribly important because no matter how good Marlboros are, they're nowhere unless you light them.

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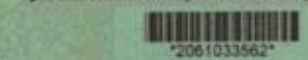
***Whatever you wear, girls—and man too—you'll find the perfect accessory is Marlboro, whose makers take pleasure in bringing you this column throughout the school year.***

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